

THE EFFECT OF ENVIRONMENTAL AWARENESS AND PERCEIVED EASE ON THE INTENTION TO REDUCE PLASTIC USE: GREEN MARKETING IMPLICATIONS FOR PT SUCOFINDO (PERSERO)'S ECOLABEL VERIFICATION BUSINESS

Hilda Trisvianty, Osly Usman², Munawar Asikin³

¹⁻³ Faculty of Economic and Business, Universitas Negeri Jakarta

Email: trisvianty.hilda@gmail.com¹, oslyusman@unj.ac.id², munawarasikin@unj.ac.id³

Article Info

Article history:

Received: 10 August 2026;

Accepted: 23 August 2026;

Published: 01 October 2026.

Keyword:

Eco-label; green marketing; environmental awareness; intention to reduce plastic waste; perception of ease.

Abstract

Plastic waste in Indonesia has always been regarded as a very serious environmental issue, yet the shift in public behavior toward cutting down on single-use plastics is still far from complete. This study was therefore carried out to analyze how environmental awareness and perceived ease shape the intention of the public to reduce plastic waste, and to set out what this mean for green marketing in the Ecolabel Verification business of PT Sucofindo (Persero). The design is quantitative and survey-based: responses were gathered online from 78 purposively chosen respondents, each item being rated on a Likert scale running from 1 to 5. Analysis was carried out in SmartPLS through partial least squares path modelling, with the outer model and the inner model tested in turn. Environmental Awareness was found to raise the Intention to Reduce Plastic Waste to a significant degree ($\beta = 0.421$; $t = 5.239$; $p = 0.000$). Perceived Ease was found to do the same ($\beta = 0.539$; $t = 5.961$; $p = 0.000$), and it is regarded as the stronger of the two. Together, the two variables account for 68.2% of the variation in public intent, as shown by an R-squared value of 0.682. It is suggested by this finding that eco-friendly intent is formed when the impacts of plastic use are realized by the public and when the reduction of plastic use is felt by them to be easy to be carried out. For Pt Sucofindo (Persero), ecolabel verification is a service that can be used as a green marketing tool by which trust is built, the risk of greenwashing is reduced, and environmentally friendly products are made easier to be identified by consumers.

1. INTRODUCTION

In Indonesia, plastic waste is more than an environmental matter, because social, health, and economic dimensions are also carried by it. When plastic waste is not managed properly, the quality of the residential environment can be lowered, waterways can be polluted, the risk of flooding can be raised because drainage channels are clogged, and economic activities that depend on rivers, coastal areas, and the ocean can be disturbed. Indonesia is estimated by the World Bank as one of the largest producers of plastic waste. About 7.8 million metric tons of plastic waste are produced every year, and 4.9 million tons of this waste are not managed properly (World Bank, 2021). On the other hand, plastic is widely used in daily life because it is still cheap, light, easy to produce, practical, and easy to obtain. Because of this, plastic is used widely in many products, such as shopping bags, straws, food packaging, single-use beverage bottles, and product wrappers (United Nations Environment Programme [UNEP], 2018).

Plastic waste that is not collected and managed properly can be accumulated in the soil or can be carried away by rivers and the ocean. In the long term, this material can be broken down into small particles, which are commonly known as microplastics. The physical and biological characteristics of the soil can be changed by these microplastics, groundwater can be contaminated, the particles can be eaten by organisms, and they can be passed upward through the food chain as one organism is eaten by another (Sajjad et al., 2022). It is explained by the WHO that humans can be exposed to microplastics through food, water, and air, and long-term health impacts may be caused by this exposure, although further research is still needed (World Health Organization [WHO], 2022).

Records kept by the Ministry of Environment and Forestry in its National Waste Management Information System (SIPSN) show that tens of millions of metric tons of waste pile up across the country each year. Next to food waste, plastic ranks among the biggest sources. Several steps have been taken by the government, among them regional rules by which single-use plastic bags are limited. Such rules, however, will not work in full unless consumer behavior changes along with them. How much plastic waste ends up being produced therefore depends on waste handling systems and, just as much, on what the public buys and how it consumes.

Changes in consumer behavior are begun by intention. According to account of planned behavior set out by Ajzen (1991), intention is the closest force by which a person is pushed toward a given behavior. This means that the intention to take the action must be formed first before the production of plastic waste can actually be reduced by a person. Therefore, the factors by which the intention of the public to reduce plastic waste is shaped need to be understood.

Two main factors are examined in this study, namely environmental awareness and perceived ease. Environmental awareness describes the extent to which environmental issues are understood by a person, the impacts and the behaviors that are related to the consumption of plastic waste are recognized, and a sense of responsibility to reduce them is felt. People with environmental awareness are usually more concerned about these issues, so marketing messages by which environmental responsibility is emphasized are more easily accepted by them. It must be understood that awareness alone is not enough for behavioral change to be driven. That negative impact of plastic use may be understood by a person, but plastic may still be used if the available alternatives are considered difficult to obtain, more expensive, less practical, or not suitable for daily habits. Therefore, perceived ease is also considered a crucial factor by which the extent to which reducing plastic use is felt as an easy action is determined, that is, an action that is not troublesome, is easily accessed, and can be applied in daily life. The same idea sits at the heart of the acceptance model put forward by Davis (1989): the easier a thing is felt to be, the more likely it is to be taken up and used.

In practice, many environmental campaigns are now focused on moral messages, such as appeals by which people are urged to cut back on plastic. However, from the perspective of customer behavior, a significant impact has not yet been produced by these campaigns. Tangible conveniences are needed by the public, such as the availability of eco-friendly products, clear information, affordable price, and supporting facilities. It was found by Northen et al. (2023) that availability, affordability, and convenience are the main factors by which the decisions of consumers to reduce plastic use are influenced. As a result, eco-friendly behavior is more easily adopted, because the impact of plastic is not only understood by the public, but such actions are also felt to be easier and more realistic to carry out.

Issues that are related to waste reduction are also closely tied to green marketing practices. Green marketing is not merely carried out by using environmental symbols or promotional message, genuine, credible, and verifiable environmental value is also required. It is explained by Kotler and Armstrong (2018) that value for customers must be created by modern marketing, while environmental sustainability must also be prioritized. In line with this, it is emphasized by Ottman (2011), that green products will be accepted more easily by the market if their environmental claims are credible, clear, and easy to be understood by consumers.

One of the key tools in green marketing is ecolabel. An ecolabel is used as a symbol by which customers are helped to identify products that meet specific environmental criteria. Complex environmental information can be simplified by ecolabels into a symbol by which customers are helped to identify products that meet specific environmental criteria. Complex environmental information can be simplified by ecolabels into a symbol that is easily recognized when purchasing decisions are made by customers. It is explained by Gorton et al. (2021) that the information asymmetry between producers and customers can be reduced by ecolabels, because all environmental characteristics of a product generally cannot be verified directly by consumers. It is also shown by the research of Riskos et al. (2021) that consumer attitudes and consumer engagement in the purchase of environmentally friendly products are positively affected by the credibility of an ecolabel. Thus, an ecolabel is used not only as a symbol of environmental friendliness, but also as a tool by which consumer trust is built. In practice, a credible ecolabel is supported by clear criteria and by accountable assessment and certification processes. These matters are regulated in ISO 14024:2026, in which the principles and the requirements for ecolabel programs are outlined, including the establishment of product categories, environmental criteria, product assessment, and the certification process by which permission to use the ecolabel is obtained. This shows that a credible ecolabel is not merely a symbol or a marketing claim, but it must be based on an assessment of compliance with the criteria that have been determined.

In this context, a significant role is played by PT Sucofindo (Persero) through its ecolabel verification services. As a provider of testing, inspection, certification, and consulting services, PT Sucofindo (Persero) can help to ensure that the environmental claims of a product meet specific criteria. Ecolabel verification is considered important because clear and reliable information is needed by consumers before environmentally friendly products are chosen. For businesses, an ecolabel can be used by proof of a commitment to sustainability, as a tool for product differentiation, and as a means by which the risk of greenwashing is reduced. That an ecolabel verification body may do rests on the rules for showing the ecolabel logo, laid down in Regulation of the Minister of Environment of the Republic of Indonesia No. 2 of 2014 on the Display of the Ecolabel logo. How the Environmentally Friendly Label is put into practice, certification and verification included, is in turn governed by Regulation of the Minister of Environment and Forestry No. P.5/MENLHK/SETJEN/KUM.1/2/2019 on Procedures for Implementing the Environmentally Friendly Label for the Procurement of Environmentally Friendly Goods and Services. Ecolabels are divided into two types. The first is the Indonesian ecolabel, a comprehensive system built on several criteria, under which the whole life of a product is assessed, starting with its raw materials, passing through manufacture and use, and ending with its disposal. The second is the Indonesian Self-Declaration Eco-label, which is a declaration that is made by the manufacturer on a verification mark for statements or claims that are related to one or more environmental parameters of a product. The benefits of ecolabel verification can be felt by various groups. For consumers, information is given to the public by the display of the ecolabel logo, and concrete action to change consumption patterns is made easier because environmentally friendly products can be chosen, so that the principles of a green lifestyle and green consumption are realized. For manufacturers, the display of the ecolabel logo is used as recognition or as an incentive for those by whom the products have begun to be made more environmentally friendly through the fulfilment of specific standards or criteria. In addition, competitiveness in both domestic and international markets can be enhanced by the image of an environmentally friendly product. For the government, innovation and investment in the production of environmentally friendly products will be encouraged by the implementation of the ecolabel logo scheme.

A considerable amount of research on eco-friendly consumer behavior in Indonesia has been conducted. Among young Indonesian buyers of eco-friendly straws, Amalia et al. (2021) found that purchase intention grows out of perceived green value, green attitude, and concern for the environment. It was shown by Widayat et al. (2022) that the intentions of consumers on the management of post-consumer plastic packaging are influenced by awareness, attitudes, and social norms. Ramadhanti et al. (2024), for their part, traced the wish to buy goods in circular packaging back to three sources: how green a person sees himself or herself, attitude toward the environment, and the agents through which people are socialized. In the context of ecolabels, it was shown by Mufidah et al. (2018) that attitudes are the primary factor by which the intention of Indonesian consumers to use ecolabeled products is influenced.

Nevertheless, these studies are generally focused on buying green goods, on using products that carry an ecolabel, on circular packaging, or on handling plastic once it has been used. Far fewer studies ask how environmental awareness and perceived ease bear on the wish to cut plastic out of daily life. Furthermore, plastic reduction behavior has been linked to the implications of green marketing for the eco-label verification business in only a few studies. Against this background, the present study sets out to analyze how environmental awareness and perceived ease act upon the intention to reduce plastic waste. Furthermore, this study is also aimed at formulating the implications of the research findings for green marketing practices in the eco-label verification business of PT Sucofindo (Persero). Hence the title given to it: “The Effect of Environmental Awareness and Perceived Ease on the Intention to Reduce Plastic Use: Green Marketing Implications for PT Sucofindo (Persero)’s Ecolabel Verification Business.

2. LITERATURE REVIEW

In this literature review, the theoretical framework and the concepts that are used as the main foundation of the study are explained, and they are related to the results of previous empirical studies so that the hypotheses can be formulated. The literature review is arranged by using both conceptual and empirical approaches, in which the relevant key theories are covered, the relationships among the variables are discussed, and the focus is on four main concepts, namely green marketing, environmental awareness, perceived ease, and the intention to perform environmentally friendly behavior.

2.1 Theoretical and Concept Underlying the Study

For strands of thought underpin the present work: consumer behavior, the theory of planned behavior, perceived ease of use, and green marketing. These four concepts are interrelated, because how consumers come to intend a cut in plastic waste is what is examined here. In consumer behavior, intention is regarded as a crucial stage before an action is taken by a person. Before habits are changed, the problem is usually understood first by consumers, the available options are evaluated, the benefits and the barriers are weighed, and only then is the intention to act formed. In this study, such intentions show up as a wish to carry a shopping bag that can be used again, to refill a water bottle rather than buy a new one, to pick goods whose packaging is kind to the environment, or to steer clear of single-use plastics.

At the level of theory, the study rests on the account of planned behavior given by Ajzen (1991). It is explained in this theory that what a person does is shaped by what that person intends, and that intention is shaped in turn by attitudes, by norms, and by how the behavior is perceived. In this study, environmental awareness is used as a factor by which positive attitudes toward eco-friendly behavior are shaped. This means that the more the negative impacts of plastic are understood by a person, the more likely it is that a wish to use less plastic will take shape. Meanwhile, perceived ease is related to the feeling that the behavior can be carried out easily, that it is not troublesome, and that it is supported by various available alternatives.

Green marketing is a strategic approach to marketing in which sustainability and environmental protection are prioritized in all aspects of the marketing of products or services. It is explained by Kotler and Armstrong (2018) that marketing is aimed at creating value for customers and at building strong relationships with them. In an environmental context, it is explained by Peattie (1995) that green marketing is not only concerned with green-themed promotions, but thought is also given to what the goods or services on offer do to the environment. Thus, tangible environmental value must be demonstrated by green marketing, not merely eco-friendly claims or symbols. In green marketing, the focus of companies is not placed only on economic profits, but responsibility is also taken for the environmental impacts that are caused by their business activities. As global awareness of climate change, plastic pollution, and overconsumption is growing, green marketing is no longer regarded as an optional strategy, and it is now considered essential. Consumers are now more informed and more critical of the origin of a product, its production processes, and its long-term effects on ecosystems.

It is asserted by Ottman (2011) that green claims are now viewed more critically by consumers. Consumers are not satisfied when they are convinced only by an eco-friendly image; clear, credible, and easily understood evidence is also required by them. In line with this, it is stated by Grant (2020) that green marketing has a larger task than selling green goods: green behavior itself has to be made to feel ordinary, easy, and fitting for everyday life. How well green marketing succeeds therefore hangs mostly on whether a company can win the trust of its consumers.

One of key tools in green marketing is the ecolabel. An ecolabel is used as a marker by which consumers are helped to identify products that meet specific environmental criteria. For businesses, ecolabels can be used as a means of product differentiation, as proof of a commitment to sustainability, and as a way by which market trust is built. For consumers, product with environmental value can be identified more easily through ecolabels. This is considered important because enough time, knowledge, or ability to assess by themselves whether a product is truly environmentally conscious consumers. An ecolabel becomes more believable once an outside, independent party has assessed or verified it, by which the decision making of consumers on the use of ecolabels is positively influenced (Gorton et al., 2021). With an ecolabel, the entire production process or the environmental claims of a product do not need to be evaluated by consumers themselves, because this information is already supported by an assessment or verification process.

In Indonesia, how the ecolabel logo may be shown, and how the Eco-Friendly Label is applied through certification and verification, are set by the two ministerial regulations noted earlier, namely Regulation No. 2 of 2014 and Regulation No. P.5/MENLHK/SETJEN/KUM.1/2/2019. In this context, a crucial role is played by PT Sucofindo (Persero) as a testing, inspection, certification, and consulting services company by which ecolabel verification services are provided. Through ecolabel verification, it is ensured that the environmental claims of a product are not merely a promotional strategy, but that a verification process based on specific criteria has been passed. Thus, manufacturers can be helped by ecolabels to substantiate their green claims, and more reliable environmental information can also be obtained by consumers.

Environmental awareness stands for how much an individual knows about, cares about, and feels answerable for the environmental problems close at hand. Consumers who hold such awareness understand that plastics meant for one use, among them bags, straws, drink bottles, and food wrappers, add to the pile of waste and to pollution when they are poorly handled (UNEP, 2018; Widayat et al., 2022). Calls for eco-friendly behavior are usually accepted more easily by individuals with high environmental awareness. It is explained by Joshi and Rahman (2015) that products and marketing messages in which sustainability is emphasized are accepted more easily by environmentally conscious consumers. Seen through the lens of planned behavior, awareness of the environment helps to build a favorable attitude toward acting in ways that protect it. This means that when it is understood by someone that pollution can be reduced through the reduction of plastic use, such actions tend to be seen as worthwhile and useful. Environmental awareness is used as the foundation on which green marketing messages are accepted by consumers. Products, brands, and services by which environmental benefits are offered are naturally given more attention by people who care about the environment. However, environmental awareness must be supported by reliable information. If clear environmental claims cannot be substantiated by a product, consumers will be skeptical. Therefore, services such as ecolabel verification are considered crucial so that the trust of consumers in eco-friendly claims is strengthened. Empirical work by Chen and Chang (2012) shows that how consumers see green value, and how far they trust green claims, weighs heavily on whether they intend to buy green. This shows that eco-friendly behaviors can be encouraged by awareness of and trust in environmental values. From all of this, environmental awareness may be expected to lift the intention to reduce plastic waste.

In this study, perceived ease describes the extent to which reducing plastic use is felt by a person to be easy, practical, affordable, and applicable in daily life. This concept sits close to the idea of control over one's own behavior found in the account of planned behavior, where a firmer intention to perform an action is usually held by people when the action is perceived as easy and within their control (Ajzen, 1991). In the context of plastic reduction, the perceived ability of individuals to reduce plastic use can be enhanced by the availability of eco-friendly alternatives, by affordability, and by ease of use (Widayat et al., 2022). Plastic use will be felt to be reduced more easily when reusable bags, refillable water bottles, non-plastic packaging, or eco-labeled products can be used by consumers without too much effort. Conversely, even if the dangers of plastic are understood by consumers, their intentions may be weakened if eco-friendly alternatives are perceived as hard to find, more expensive, less practical, or not available in their local area.

From the perspective of green marketing, the ease with which environmental information can be accessed, understood, and used by the public weighs heavily on how decisions come to be made. It is not only needed by consumers to know that a lower environmental impact is produced by a product; clearer information is also required so that products can be identified, compared, and selected easily. Ecolabels are used as informational guides by which it is indicated that a product has been evaluated on the basis of specific environmental criteria. In addition, the information gap between producers and consumers is bridged by ecolabels, because the time, the knowledge, or the ability to assess directly the entire production process and the environmental impacts of a product is often not possessed by consumers (van Amstel et al., 2008). When ecolabel verification is supported by a third-party verification process, the trust of consumers in the environmental claims that are made by companies can be enhanced. Thus, complex environmental information is not only simplified by ecolabels into something that is more easily understood, but consumers are also helped to make choices that are more environmentally friendly. A credible ecolabel verification process can also be used as a marketing communication tool, as a means of product differentiation, and as a way by which the environmental image of a company is strengthened (Testa et al., 2015).

For PT Sucofindo (Persero), it is shown by these matters that not only a technical function is served by ecolabel verification, but marketing value is also carried by it. Through ecolabel verification, businesses can be helped to put forward environmental claims that carry more weight, and consumers can be helped to choose on a better-informed basis. The more easily environmentally friendly products can be understood and recognized by consumers, the more likely it is that products by which plastic waste may be generated will be used less by them.

Intention to Reduce Plastic Use. An intention is the action, impulse, or tendency of a person to do something in the future. It is explained by Ajzen (1991) that intention is used as a direct factor by which it is predicted whether a specific action will actually be performed by a person. This means that an intention is usually formed first before an action is actually performed by a person. In this study, the intention that is discussed refers to the willingness of the public to reduce the use of single-use plastics in their daily activities.

The intention to reduce the use of single-use plastics can be seen in several planned behaviors, such as bringing one's own shopping bags, using refillable water bottles, avoiding plastic straws, choosing products with eco-friendly packaging, purchasing refillable products, and cutting back on disposable cutlery. This intention can also be shown by the willingness to recommend eco-friendly behaviors to the people around them or to back products and brands that have pledged to cut down on disposable plastic.

In this study, intention was selected as a variable because it is considered to be theoretically grounded and because it is regarded as a crucial stage before actual behavior. When the factors by which this intention is driven are understood, this study offers insight into the strategies needed to push people toward using fewer disposable plastics. If it is found that intention is influenced by environmental awareness and perceived ease, then green marketing strategies should be directed not only toward raising the awareness of consumers, but also toward making the selection of eco-friendly products easier and clearer for individuals.

2.2 Prior Empirical Evidence and Hypotheses

2.2.1 Environmental Awareness and the Wish to Use Less Plastic

Several empirical studies point to environmental awareness moving together with the intention of consumers to act in environmentally friendly ways. Environmental awareness indicates the extent to which the environment is known, understood, and cared about by a person. Where plastic is concerned, whoever grasps what plastic pollution does tends to want more strongly to cut back on disposable plastics.

Widayat et al. (2022) surveyed 665 respondents in Indonesia on consumer behavior toward post-consumer plastic packaging. It was shown by the results that a role in the prediction of the intentions of consumers to take responsible actions on plastic packaging is played by environmental awareness. It was demonstrated by that study that the understanding of consumers of the plastic waste problem can be used as the foundation on which the intention to perform environmentally responsible behavior is developed.

Badawi et al. (2024) arrived at a matching result among 271 local tourists on the Jeddah coast of Saudi Arabia, where awareness of what follows from using and throwing away plastic was found to lift the intention to cut plastic

waste. The more the harm done by plastic waste is grasped by a person, the firmer that person's resolve becomes to stop using and discarding plastic carelessly.

Among the many previous studies, the results have not always been consistent. For example, in the study that was conducted by Elita and Nastiti (2025) on 140 respondents, who were consumers at two traditional markets in Bandung, environmental awareness was found to have no significant bearing on whether shoppers meant to use fewer disposable plastic bags. It is indicated by the results of that study that people who understand environmental issues do not always mean to cut down on disposable plastics, if practical barriers are still faced by them, such as habits, limited alternatives, and the ease with which plastic bags are obtained.

It is indicated by the discrepancies in the research findings that the link between environmental awareness and the wish to use less plastic needs to be tested further, particularly among the Indonesian population, by which a broader range of respondents is covered. In general, the greater the knowledge and the concern that are held by a person on the impacts of plastic, the firmer that person's resolve to use fewer disposable plastics. Drawing on what has been set out, the first hypothesis reads:

H1: The Intention to Reduce Plastic Use Is Positively Affected by Environmental Awareness.

2.2.2 Perceived Ease and the Wish to Use Less Plastic

Perceived ease, as it is described in this study, explains the extent to which reducing plastic use is felt by a person to be an easy, practical, affordable, and feasible action in daily life.

Heidbreder et al. (2023) surveyed 648 respondents so that the psychological factors by which household plastic consumption is influenced could be analyzed. Of all the factors examined, the sense of being in control of one's own behavior emerged as the one that most shaped whether people meant to buy goods without plastic packaging. The use of plastic will be intended to be avoided by an individual when the ability and the opportunity to obtain environmentally friendly alternatives that are packaged without plastic are felt to be held by them.

This is also consistent with the findings of Wang et al. (2024) in their study of 149 respondents in Switzerland. There, the readiness of the public to cut down on disposable plastics was explained to a large degree by how much control people felt they had over that behavior. That perception shapes what people do: someone who feels able, has the chance, and finds it easy is more inclined to act against plastic. Thus, it can be concluded that people will intend more firmly to use less plastic once doing so is seen as easy and within their own control.

In addition, a study by Oludoye and Supakata (2024) was conducted on 317 college students in Thailand. The authors drew on the account of planned behavior and ran a structural equation analysis in order to trace how behavior aimed at cutting disposable plastic waste unfolds across the stages of behavioral change. Their findings show behavioral intention to be swayed significantly by perceived control over behavior, a construct that stands for how easy a person judges an action to be. Perceived control, on that evidence, keeps turning up as a steady driver of efforts to use less disposable plastic. Conversely, only a minor influence on environmental awareness is conceptually exerted by the construct of attitude in that study. A gap between awareness and action is indicated by this pattern, in which behavioral intent is not automatically produced by an understanding of environmental impacts if it is not accompanied by the belief that environmentally friendly alternative products can be accessed and used easily.

In Indonesia, Elita and Nastiti (2025) likewise found that shoppers at traditional markets in Bandung meant more firmly to use fewer disposable plastic bags when they felt in control of doing so. What consumers intend, on those findings, rests not only on knowing what plastic does but also on believing that the alternatives on hand are still easy to obtain and to use.

Based on these research results, the easier, the more practical, and the more realistic plastic reduction measures are perceived to be by consumers, the stronger the intention that is held by them to implement such measures. The second hypothesis accordingly reads:

H2: The intention to reduce plastic use is positively affected by perceived ease.

3. RESEARCH METHODOLOGY

3.1 Design of The Research

The study takes a quantitative route and follows a casual design. Numbers were preferred because the aim is to test links between variables that can be measured and to test hypotheses statistically. The casual design, for this part, was used because it is sought in this study to determine whether environmental awareness and perceived ease act significantly upon the public's intention to cut plastic waste.

Two independent variables are used in this study, namely the Intention (N) to use less plastic. The relationships among the variables were analyzed so that the extent to which the Intention (N) of the public to cut down on disposable plastics in everyday life is influenced by Environmental Awareness (KL) and Perceived Ease (PK) could be determined.

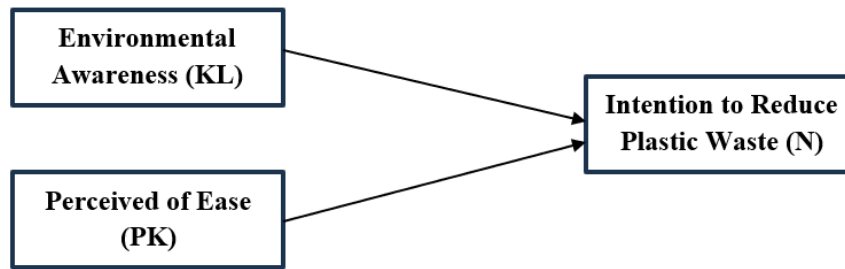


Figure 1. Research Framework
Source: Prepared by the authors (2026)

3.2 Population and Sample

The study population is composed of residents in Jakarta and the surrounding areas by whom single-use plastics are used in their daily lives. The plastics that are referred to include plastic bags, food packaging and product wrappers, single-use beverage bottles, and plastic straws.

Respondents were picked on a non-probability basis, through purposive selection. This technique was chosen because the respondents in this study were grouped on the basis of specific criteria, by which people of working age, those by whom single-use plastic bags or packaging are used, and those who were willing to complete the study questionnaire in full were covered.

An online link to the questionnaire was sent to everyone who met those criteria. Once collection closed, 78 answers had come back complete and usable for analysis. That number satisfies what PLS-SEM asks for, namely at least ten cases for each structural path pointing at any one construct. Here, the construct “intention to reduce plastic waste use” receives two paths, one from environmental awareness and one from perceived ease.

3.3 Gathering of The Data

A closed-ended questionnaire, sent out online, served to gather the data. A closed-ended questionnaire was used so that answers could be given by the respondents on the basis of the options that were provided, and so that the data could be analyzed quantitatively more easily. Answers were recorded on a Likert scale of five points, the options being as follows:

Score	Description
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

Five points were used so that how far each respondent agreed with every statement on environmental awareness, perceived ease, and the intention to reduce plastic waste could be measured.

3.4 How the Variables Were Defined and Measured

Three variables are covered here: environmental awareness (KL), perceived ease (PK), and the intention (N) to reduce plastic waste. Each variable was measured by using several indicators, which were formulated as questionnaire items.

Table 1. Definitions of the Variables in Operational Terms

Variable	Code	Operational Definition	Indicator
Environmental Awareness	KL	The understanding, concern, and sense of responsibility of the respondents on the environmental impacts of plastic use, as well as their desire to reduce those impacts.	KL1, KL2, KL3, KL5, KL6
Perceived Ease	PK	The assessment of the respondents that eco-friendly alternatives are easy to be used, easy to be found, not troublesome, and suitable for their daily routines.	PK2, PK3, PK4, PK5, PK6
Intention to Reduce Plastic Waste	N	The desire and the tendency of the respondents to reduce single-use plastics and to choose alternatives that are more environmentally friendly.	N1, N2, N3, N4, N5, N6, N7

3.5 Data Analysis Technique

The data analyzed in SmartPLS by means of partial least squares path modelling. That choice was made on three grounds: link between variables can be tested with it, a fairly small sample poses no obstacle to it, and the data are not required to follow a strictly normal distribution.

The analysis in this study was carried out in two stages, namely the outer model and the inner model. The outer model was used so that it could be ensured that the questionnaire indicators were valid and reliable in the measurement of the variables of environmental awareness, perceived ease, and the intention to reduce plastic waste. This validation was assessed by using outer loadings, Cronbach's alpha, composite reliability, AVE, HTMT, and the Fornell-Lacker criterion.

The inner model then served to test how the variables relate to one another and whether the hypotheses hold. These tests were conducted by examining the path coefficients, the R-squared, and the bootstrapping result through the t-statistics and the p-values. Through these stages, the research results can be explained in a measurable and systematic manner, and they can be replicated by other researchers.

3.6 Ethical Consideration

Primary data were collected by means of an online questionnaire that respondents filled in. Every respondent took part voluntarily, and the answers went to academic use alone. No respondent is named in the findings, so that the data of the respondents were kept confidential. Experiments on humans or animals were also not involved in this study; therefore, no special treatments by which any of the respondents were placed at risk were applied.

4. RESULT AND DISCUSSION

4.1 Result

This section sets out what the study found. It covers who the respondents were, how the measurement part of the model (the outer model) held up, how the structural part (the inner model) performed, and what the hypothesis tests showed. The profile of the respondents describes their sex, age, schooling, work, and other relevant traits. Appraisal of the outer model checks that each questionnaire item measures its variable validly and reliably. Appraisal of the inner model then looks at how the variables are linked and at how much of the dependent variable the independent ones can explain, that is, how far the Intention (N) of the respondents to reduce plastic waste can be accounted for by Environmental Awareness (KL) and Perceived Ease (PK). The hypothesis test comes last, and it establishes whether Environmental Awareness (KL) and Perceived Ease (PK) act significantly upon the Intention (N) of the respondents to reduce plastic waste.

4.1.1. Respondent Characteristics

In all, 78 respondents took part, and every one of them uses disposable plastics in daily life. Sex, age, the highest schooling reached, occupation, and how often plastic is used were recorded for each. Most of the respondents were women (56.4%), and the rest were men (43.6%). In terms of age groups, the study was dominated by Millennials (62.8%), and they were followed by Gen Z (28.2%) and Gen X (9%). By schooling, holders of a D4 or bachelor's qualification formed the largest group (52.6%), with master's holders next (21.8%), then graduates of high school or vocational school (15.4%), and holders of a D3 degree (10.3%). By occupation, civil servants and staff of state-owned enterprises made up over half the sample (55.1%). Interestingly, it was admitted by nearly half of the respondents (46.2%) that single-use plastics are still frequently used by them. It is indicated by this result that the issue of reducing plastic waste is indeed relevant to the daily lives of the respondents, so that this sample is considered suitable as a target for behavioral change. The details of the respondent profile are presented in Table 2.

Table 2. Respondent Characteristics

Characteristics	Category	Number	Percentage
Gender	Female	44	56,4%
	Male	34	43,6%
Age	Milennials (1981–1996)	49	62,8%
	Gen-Z (1997–2012)	22	28,2%
	Gen-X (1965–1980)	7	9,0%
Education	D4/Bacheclor's Degree	41	52,6%
	Master's Degree	17	21,8%
	High School / Vocational High School or equivalent	12	15,4%
	D3/associate's degrees	8	10,3%
Employment	Civil Servant/State-Owned Enterprise Employee	43	55,1%
	Private Sector Employees	14	17,9%
	Housewives	14	17,9%
	Entrepreneurs	3	3,8%

Frequency of Plastic Use	Students/College Students	2	2,6%
	Other	2	2,6%
	Often	36	46,2%
	Rarely	22	28,2%
	Sometimes	16	20,5%
	Very Often	3	3,8%
	Very Rarely	1	1,3%

Source: Processed Primary Data (2026)

4.1.2. Appraisal of the Outer (Measurement) Model

Convergence was judged from how strongly each indicator loaded and from how much variance each construct extracted. Hair et al. (2022) recommend loadings over 0.70 and extracted variance over 0.50. Most indicators loaded above 0.70, the full spread running from 0.686 to 0.898. The criteria were met by the indicators KL1, KL2, KL3, KL5, KL6, N1 to N7, PK2, PK4, and PK6, because outer loadings above 0.70 were held by them. Meanwhile, PK3 (0.694) and PK5 (0.686) were slightly below 0.70. However, these two indicators can still be considered for retention, because their values are close to 0.70 and because the reliability and the AVE results of the perceived ease variable still meet the criteria. Thus, the indicators in the model can still be used so that the research construct is explained adequately. Table 3. and Figure 2 set these results out.

Table 3. Outer Loading Values

Indicators	Environmental Awareness (KL)	Perceived Ease (PK)	Intention to Reduce Plastic (N)
KL1	0.761		
KL2	0.786		
KL3	0.827		
KL5	0.750		
KL6	0.780		
PK2		0.858	
PK3		0.694	
PK4		0.837	
PK5		0.686	
PK6		0.884	
N1			0.766
N2			0.723
N3			0.782
N4			0.821
N5			0.752
N6			0.775
N7			0.898

Source: computed by the authors in SmartPLS (2026)

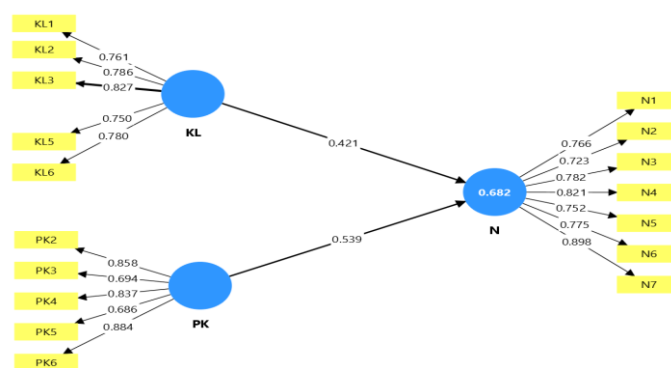


Figure 2. Estimates Produced by the PLS Algorithm

Source: computed by the authors in SmartPLS (2026)

The reliability of each construct was checked through three coefficients, Cronbach's alpha, rho_a, and rho_c, and convergence was checked through the extracted variance. Every alpha and every composite coefficient came out over 0.70, and every extracted variance came out over 0.50. Environmental awareness, perceived ease, and the wish to use less plastic can therefore all be treated as reliable constructs whose items converge.

Table 4. Construct Reliability and Validity

Constructs	Cronbach's Alpha	Composite Reliability (rho a)	Composite Reliability (rho c)	AVE
Environmental Awareness (KL)	0,844	0,864	0,887	0,611
Intention to Reduce Plastic Waste (N)	0,898	0,901	0,920	0,624
Perception of Ease (PK)	0,852	0,868	0,896	0,634

Source: computed by the authors in SmartPLS (2026)

Separation between constructs was checked with the rule of Fornell and Larcker, the diagonal values being as follows: Environmental Awareness (KL) at 0.781, the Intention (N) to reduce plastic use at 0.790, and Perceived Ease (PK) at 0.796. Thus, Environmental Awareness (KL), Perceived Ease (PK), and the Intention (N) to reduce plastic waste are regarded as three constructs by which distinct concepts are measured, and the criteria for discriminant validity have been met by them.

Table 5. Fornell-Larcker Criteria

Construct	KL	N	PK
Environmental Awareness (KL)	0,781		
Intention to Reduce Plastic (N)	0,675	0,790	
Perceived Ease (PK)	0,470	0,737	0,796

Source: computed by the authors in SmartPLS (2026)

4.1.3. Evaluation of the Structural Model (Inner Model)

A structural equation modeling (SEM) analysis was conducted so that the extent to which the Intention (N) of an individual to reduce plastic waste can be explained by Environmental Awareness (KL) and Perceived Ease (PK) could be determined. For the Intention (N) to reduce plastic waste, R-squared came to 0.682, or 68.2%, with an adjusted figure of 0.673. Put differently, environmental awareness and perceived ease jointly explain 68.2% of why intentions to cut plastic waste differ from one person to another. What remains, 31.8%, lies with factors this study did not take in. Table 6. shows the R-squared figures.

Table 6. R-squared Results

Endogenous Variables	R-squared	Adjusted R-squared	Interpretation
Intention to Reduce Plastic Waste (N)	0.682	0.673	Strong/moderate to high

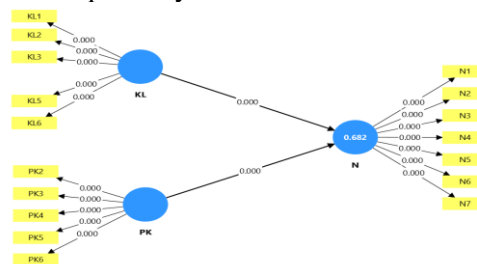
Source: computed by the authors in SmartPLS (2026)

Hypotheses were tested through bootstrapping, a hypothesis being accepted wherever t exceeded 1.96 and p fell under 0.05. Environmental awareness turned out to raise the intention to cut plastic waste significantly ($\beta = 0.421$; $t = 5.239$; $p = 0.000$). Perceived ease did likewise, and to a greater degree ($\beta = 0.539$; $t = 5.961$; $p = 0.000$). H1 and H2 are therefore both accepted. Table 7. lists these figures and Figure 3 pictures them.

Table 7. Outcome of the Hypothesis Tests

Hypotheses	Path	Path Coefficient (β)	t-Statistic	p-Value	Decision
H1	Environmental Awareness (KL) → Intention	0,421	5,239	0,000	Accepted
H2	Perceived Ease (PK) → Intention	0,539	5,961	0,000	Accepted

Source: computed by the authors in SmartPLS (2026)

**Figure 3.** Bootstrapping Results

Source: computed by the authors in SmartPLS (2026)

4.2. Discussion

4.2.1. The Effect of Environmental Awareness on the Intention to Reduce Plastic Waste

What emerges from this study is that environmental awareness lifts the intention to cut plastic waste in a significant way ($\beta = 0.421$; $t = 5.239$; $p = 0.000$). H1 therefore stands: the more a person grasps what plastic does to the environment, the more firmly that person means to use fewer disposable plastics.

Environmental awareness (KL) is still regarded as a crucial foundation on which eco-friendly behavior is shaped. A stronger motivation to change plastic consumption habits is usually held by respondents by whom it is understood that the soil, the water, the oceans, and the surrounding environment can be polluted by plastic. Such awareness grows out of worry over plastic waste, out of feeling personally answerable, and out of wanting to pick greener substitutes for plastic.

These results fit the account of planned behavior developed by Ajzen (1991), under which what a person means to do is colored by that person's attitude. In this study, a positive attitude toward the reduction of single-use plastic can be fostered by environmental awareness (KL). When the reduction of plastic is perceived by a person as an important and beneficial action, the intention to take that action is made stronger.

These findings also support the research of Joshi and Rahman (2015), where concern for the environment and knowledge of it stand out as the weightiest factors by which the intention to perform green behavior is driven. Thus, it can be concluded that environmental education is still regarded as crucial for the intention of the public to reduce plastic waste to be fostered. Such education needs to be conveyed in simple language, which is related to everyday life, so that the problem is not only understood by the public, but motivation to take action is also felt by them.

Read from the side of green marketing, these results show that marketing messages in which sustainability is emphasized are accepted more easily by environmentally conscious consumers, and that closer attention is usually given by them to products with eco-friendly packaging by which information on the environmental impact is provided, as well as to products by which ecolabels are carried. Therefore, environmental awareness can be used as a gateway through which more effective green marketing communications are developed by companies.

4.2.2. Perceived Ease and the Wish to Use Less Plastic Waste

Perceived ease, this study shows, also lifts the intention to cut plastic waste significantly ($\beta = 0.539$; $t = 5.961$; $p = 0.000$), so the second hypothesis (H2) is accepted. This coefficient value is greater than the effect of Environmental Awareness (KL), so Perceived Ease (PK) is regarded as a stronger factor by which the Intention (N) to reduce plastic use is driven.

In this context, it is realized by the public that a negative impact on the environment is caused by plastic; even so, people resolve more firmly to use less plastic when doing so seems easy. For example, shoppers will be pushed harder toward giving up plastic bags if their own bags are easy to carry; people who bring their own bottles will find refillable drinks within easy reach; and environmentally friendly products will be obtained easily.

Davis (1989) first put forward "perceived ease of use", and the idea was originally applied to technology adoption. In this study, the concept was applied to environmentally friendly behavior by using the same logic, that is, a certain action is more likely to be taken by individuals if it is perceived by them as easy and practical and if only minimal effort is required.

It is also indicated by these findings that environmental campaigns alone are not sufficient if they are composed only of moral appeals, such as "reduce plastic" or "save the earth". Although these messages are considered important, the intentions of people are not necessarily changed by them if eco-friendly alternatives are felt to be hard to find, expensive, impractical, inefficient, or not suitable for their habits. For this reason, these behaviors need to be made to feel easy and natural by green marketing strategies, and they need to be integrated into the daily routines of the public.

In a marketing context, ease can be achieved through products that are easy to be found, accessible, affordable, packaged in eco-friendly and reusable materials, and clearly labeled, and by which labels that are easily recognized by the public are carried. The more easily eco-friendly choices can be understood and adopted by consumers, the more likely it is that the use of single-use plastics will be reduced by them.

4.2.3. Implications of Green Marketing for PT Sucofindo (Persero)'s Ecolabel Verification Business

Important implications for PT Sucofindo (Persero) are carried by the results of this study, above all for how its Ecolabel Verification business may grow. Because Environmental Awareness (KL) and Perceived Ease (PK) both shape the Intention (N) to cut down on disposable plastics, the findings indicate that two key things are needed by consumers, namely a reason to change and the ease by which that change is implemented.

Environmental Awareness (KL) is an attitude that hands a person a reason for giving up disposable plastic. Meanwhile, through Perceived Ease (PK), this behavior is felt by a person to be something that can be incorporated easily into daily life. In this regard, a crucial role is played by ecolabel verification. Complex environmental information can be simplified by ecolabels into symbols that are easily recognized by the public, so that the entire production process, the raw materials, or the environmental claims of a product do not need to be

assessed independently by people. Ecolabels are used as an initial indicator that specific environmental criteria are met by the products on the market.

For businesses, ecolabel verification is used as proof that the claims of a product, such as “environmentally friendly”, “greener”, “recycled packaging”, “reusable”, or “sustainable”, must be supported by a clear verification process, so that doubts among consumers are not raised. In this regard, PT Sucofindo (Persero) acts as an independent party by which it is helped to ensure that the environmental claims of a product have been assessed on the basis of specific criteria.

The implications of green marketing for the ecolabel verification business of PT Sucofindo (Persero) can be directed toward three areas. First, market education on the meaning and the benefits of ecolabels can be strengthened by PT Sucofindo (Persero). Education is considered crucial because information that is clear, simple, and unambiguous is required by environmentally conscious consumers. Second, a role is played by PT Sucofindo (Persero) in helping businesses shape how they talk about green products and about the environmental claims a product makes, which are based on specific criteria through the verification process. Third, its ecolabel verification services can be positioned by PT Sucofindo (Persero) as part of a strategy by which the competitiveness of businesses that seek to build a sustainable reputation is enhanced.

Ecolabels must be designed and communicated in such a way that user-friendliness is kept in mind. Their effectiveness in the eyes of consumers can be reduced by labels that appear too technical, that are difficult to be read, and by which the benefits are not explained in a simpler way. Therefore, an eco-label is aimed at making a product easier to be recognized, understood, and distinguished from other products. In the information that is conveyed through ecolabels, language and symbols that are simple, clear, and relevant to the needs of consumers are used, so that the characteristics of a product can be understood easily by consumers without technical terms being understood by them. Thus, purchasing decisions that are more environmentally conscious can be influenced by the ease with which a product is understood through ecolabels, and the trust of consumers in the environmental claims of a product can be increased.

For PT Sucofindo (Persero), eco-label verification services can be developed not only as a technical service, but also as part of a credible green marketing ecosystem. Through these services, manufacturers can be helped to build market trust, greenwashing can be reduced, the value of a product can be clarified, and consumers can be supported in making decisions that are more responsible and aligned with their commitment to environmental protection.

4.2.4. Contribution and Limitations of The Study

Two contributions are made by this study, namely an academic contribution and a practical contribution. On the academic side, this study carries perceived ease further than before, applying it to the context of the behavior that is aimed at reducing plastic waste. Although perceived ease has been widely used in technology studies, it is shown by the results of this study that the concept is also relevant for the explanation of intentions toward environmentally friendly behavior.

From a practical perspective, consumer behavior is linked by this study to the eco-label verification business. Most work on green consumers looks chiefly at whether people mean to buy green goods. Here the scope is widened to the wish to cut plastic waste, and that wish is then tied to what it implies for the ecolabel verification services of PT Sucofindo (Persero). Thus, consumer behavior is not only explained by this study, but guidance for the development of marketing strategies for environmental verification services is also provided.

Nevertheless, several limitations are held by this study. The number of respondents is still relatively small, that is, only 78. In addition, the respondent characteristics are still dominated by certain groups, particularly millennials and civil servants or employees of state-owned enterprises. Therefore, the findings of the study cannot yet be fully generalized to the entire Indonesian population. Two independent variables were used in this study, namely Environmental Awareness (KL) and Perceived Ease (PK), so other factors that have not been examined are still present.

In future studies, additional variables could be included, such as social norms, trust in eco-labels, perceptions of greenwashing risks, consumer habits, availability of facilities, and the impact of government policies. Furthermore, the relationship between intention and actual behavior could also be examined in future research, so that not only the intention of the public to reduce plastic waste is assessed, but it is also determined whether those intentions are actually translated into daily actions.

5. CONCLUSION

This study shows that Environmental Awareness (KL) and Perceived Ease (PK) both lift the Intention (N) to cut plastic waste in a significant way. The first hypothesis holds, with Environmental Awareness (KL) returning $\beta = 0.421$, $t = 5.239$, and $p = 0.000$. This means that the higher the concern and the understanding of the public on the environmental impacts that are caused by plastic, the stronger the intention that is held by them to reduce plastic waste.

The second hypothesis holds as well, Perceived Ease (PK) returning $\beta = 0.539$, $t = 5.961$, and $p = 0.000$. It is indicated by these values that a stronger influence is exerted by Perceived Ease (PK) than by Environmental Awareness (KL). Thus, it is not only needed by the public to know that a negative impact on the environment is caused by plastic, but the steps that are taken to reduce plastic use must also be felt by them to be easy to be carried out in their daily lives.

With R-squared at 0.682, Environmental Awareness (KL) and Perceived Ease (PK) together explain 68.2% of the Intention (N) to cut plastic waste. It is suggested by these results that good explanatory power is held by this research model. The other 31.8% lies with influences left out of the model, such as social norms, trust in eco-labels, perceptions of greenwashing risks, consumer habits, availability of facilities, and the influence of government policies.

What this study chiefly adds is the point that education by itself cannot bring about greener behavior; such behavior has to be made easy, practical, and realistic, and it has to fit into what the public does every day. Put another way, Environmental Awareness (KL) supplies the reason to act, while Perceived Ease (PK) builds the belief that the change can be made without trouble.

For PT Sucofindo (Persero), the role of ecolabel verification as a key tool in green marketing strategies is reinforced by the results of this study. Through ecolabel verification, businesses can be helped to substantiate their environmental claims more credibly, consumer trust can be built, the risk of greenwashing can be reduced, and the differentiation of products on the market can be strengthened. In practice, ecolabel verification services can be developed by PT Sucofindo (Persero) so that they serve both as technical assessment and as a channel through which evidence-based green marketing communications that are transparent and easily understood by all segments of consumers are supported.

Limitations are held by this study with regard to the number of respondents, which is still relatively small, and to the sample characteristics, by which all segments of society are not yet fully represented. Later research would therefore benefit from more respondents, from a wider geographical reach, and from added variables, such as social norms, trust in ecolabels, perceptions of greenwashing risks, consumer habits, availability of facilities, and the influence of government policies. Steps of that kind should deepen what is known about how green consumers behave and about how ecolabels help sustainable marketing along.

Acknowledgements

Gratitude is expressed by the author to all respondents by whom the questionnaire for this study was completed. Thanks are also extended to the supervising professor, by whom guidance, feedback, and support were provided while the article was being written. PT Sucofindo (Persero) is thanked as well for supplying the setting of the study, and in particular for the information that helped in understanding its ecolabel verification services. Appreciation is also expressed by the author to all parties by whom input was given on topics touching green marketing, consumer behavior, and what these mean for the ecolabel verification business.

REFERENCES

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Amalia, F. A., Sosianika, A., & Christabel, F. A. (2021). Green purchase intention of Indonesian young consumers: Extending VAB framework. *Journal of Marketing Innovation*, 1(1), 1–17.
- Badawi, A. N., Adelazim Ahmed, T. S., Alotaibi, E. K., Abbas, I. S., Ali, E. R., & Shaker, E. S. M. (2024). The role of awareness of consequences in predicting the local tourists' plastic waste reduction behavioral intention: The extension of planned behavior theory. *Sustainability*, 16(1), 436. doi:10.3390/su16010436.
- Belz, F. M., & Peattie, K. (2012). *Sustainability marketing: A global perspective* (2nd ed.). Chichester: Wiley.
- Charter, M., & Polonsky, M. J. (Eds.). (1999). *Greener marketing: A global perspective on greening marketing practice* (2nd ed.). Sheffield: Greenleaf Publishing.
- Chen, Y. S., & Chang, C. H. (2012). Enhancing green purchase intentions: The roles of perceived green value, perceived green risk, and green trust. *Management Decision*, 50(3), 502–520.
- Dangelico, R. M., & Vocalelli, D. (2017). Green marketing: An analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner Production*, 165, 1263–1279.
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319–340.
- Elita, & Nastiti, A. (2025). Reducing single-use plastic in Indonesian traditional markets: An application of the extended theory of planned behavior. *Jurnal Sosioteknologi*, 24(3). doi:10.5614/sostek.itbj.2025.24.3.7.
- Fuller, D. A. (1999). *Sustainable marketing: Managerial-ecological issues*. Thousand Oaks, CA: Sage Publications.

- Ghozali, I., & Latan, H. (2015). *Partial least squares: Concepts, techniques, and applications using SmartPLS 3.0* (2nd ed.). Semarang: Diponegoro University Press.
- Ginsberg, J. M., & Bloom, P. N. (2004). Choosing the right green marketing strategy. *MIT Sloan Management Review*, 46(1), 79–84.
- Grant, J. (2020). *Greener marketing*. Chichester: Wiley.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). Thousand Oaks, CA: Sage Publications.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135.
- Joshi, Y., & Rahman, Z. (2015). Factors affecting green purchase behavior and future research directions. *International Strategic Management Review*, 3(1–2), 128–143.
- Kementerian Lingkungan Hidup dan Kehutanan. (2024). Data timbulan dan komposisi sampah nasional. Sistem Informasi Pengelolaan Sampah Nasional (SIPSN). <https://sipsn.menlhk.go.id>
- Kotler, P., & Armstrong, G. (2021). *Principles of marketing* (18th ed.). Harlow: Pearson Education.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for humanity*. Hoboken, NJ: Wiley.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Harlow: Pearson Education.
- Oludoye, O. O., & Supakata, N. (2024). Breaking the plastic habit: Drivers of single-use plastic reduction among Thai university students. *PLOS ONE*, 19(5), e0299877. doi:10.1371/journal.pone.0299877.
- Ottman, J. A. (2011). *The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding*. San Francisco, CA: Berrett-Koehler Publishers.
- Peattie, K. (1995). *Environmental Marketing Management: Meeting the Green Challenge*. London: Pitman Publishing.
- Peattie, K., & Crane, A. (2005). Green marketing: Legend, myth, farce, or prophecy? *Qualitative Market Research: An International Journal*, 8(4), 357–370.
- Polonsky, M. J. (1994). An introduction to green marketing. *Electronic Green Journal*, 1(2), 1–10.
- PT Sucofindo (Persero) (2026). Verifikasi Ekolabel
- Ramadhanti, F., Suryandaru, R., & Amelia, N. (2024). Green purchase behavior in circular packaging: The case of young consumers in Indonesia. *Cleaner and Responsible Consumption*, 14, 100208.
- Rex, E., & Baumann, H. (2007). Beyond ecolabels: What green marketing can learn from conventional marketing. *Journal of Cleaner Production*, 15(6), 567–576.
- Riskos, K., Dekoulou, P., Mylonas, N., & Tsurvakas, G. (2021). Ecolabels and the attitude–behavior relationship towards green product purchase: A multiple mediation model. *Sustainability*, 13(12), 6867. doi:10.3390/su13126867.
- Solomon, M. R. (2020). *Consumer behavior: Buying, having, and being* (13th ed.). Harlow: Pearson Education.
- Sugiyono. (2019). *Quantitative, Qualitative, and R&D Research Methods*. Bandung: Alfabeta.
- United Nations Environment Programme. (2018). *Single-use plastics: A roadmap for sustainability*. UNEP.
- Venkatesh, V., & Davis, F. D. (2000). A theoretical extension of the technology acceptance model. *Management Science*, 46(2), 186–204.
- Wang, B., Tang, T., Kaspar, E., & Li, Y. (2024). Explaining citizens' plastic reduction behavior with an extended theory of planned behavior model: An empirical study in Switzerland. *Journal of Environmental Management*, 358, 120869. doi:10.1016/j.jenvman.2024.120869.
- Widayat, W., Praharjo, A., Putri, V. P., Andharini, S. N., & Masudin, I. (2022). Responsible consumer behavior: Driving factors of pro-environmental behavior toward post-consumption plastic packaging. *Sustainability*, 14(1), 425.